

What is claimed is:

1. A learning/growing system using living goods comprising:
 - a learning/growing toy which expresses desires for eating, learning, and playing at a certain time point, and after that is learned/grown intellectually and physically by being inputted products and goods information corresponding to satisfaction of the desires;
 - a personal computer for downloading the goods information for satisfying the desires of the toy from a web server and inputting the information into the learning/growing toy; and
 - a web server recognizing the desire generations of the toy and memorizing advertising banners for goods of various companies and detailed information thereof.
- 15 2. The system of claim 1, wherein the web server comprises:
 - a banner database table memorizing advertising banners for various goods for recognizing the desire generation of the learning/growing toy; and
 - a goods information database table memorizing goods information such as detailed information or barcodes for the advertising banners, reactions of the toy when recognizing the goods, style of action, reasons for the desires, and degrees of effects to the learning/growing of the toy.
- 20 3. A learning/growing system using living goods comprising:
 - a learning/growing toy which expresses desires for eating, learning, and playing at a certain time point, and after that is learned/grown intellectually and

physically by being inputted products and goods information corresponding to satisfaction of the desires;

a personal computer for downloading the goods information for satisfying the desires of the toy from a web server and inputting the information into the learning/growing toy; and

a web server including a banner database table memorizing advertising banners for various goods for recognizing the desire generation of the learning/growing toy, and a goods information database table memorizing goods information such as detailed information or barcodes for the advertising banners, reactions of the toy when recognizing the goods, style of action, reasons for the desires, and degrees of effects to the learning/growing of the toy.

4. The system of claim 2, wherein the banner database table and the goods information database table are updated by a toy user or by a web server manager continuously.

5. The system of claim 1, wherein the learning/growing toy comprises:

a desire generating unit for outputting signals in accordance with the desires for eating, learning, and playing of the learning/growing toy;

a performance unit being inputted the signals, and expressing the desires directly to the user or the web server;

a goods information recognizing unit for recognizing goods information such as names of the goods, barcodes, and goods classifications provided by the web server or by the user using devices such as a barcode scanner, a CCD

camera, a microphone, and a keyboard;

a goods interpreting processing unit for judging the goods provided to the learning/growing toy by analyzing/processing the goods information of video or voice form recognized through the goods information recognizing unit;

5 a control changing unit recognizing the various goods provided by the web server, and changing controlling patterns so that controlling operations of learning/growing can be performed according to the goods chosen by the user; and

10 a controlling unit totally controlling the learning/growing toy.

15 6. The system of claim 5, wherein the performance unit includes desire outputting devices of the learning/growing toy such as a motor, a speaker, an LCD, and an LED.

20 7. The system of claim 1, wherein the learning/growing toy is transmitted the goods information from the web server using a communication device as needed without installing a goods information storing medium therein.

8. The system of claim 1, wherein the learning/growing toy is set to imitate a certain motion, voice, or music outputted from the advertising banner.

25 9. The system of claim 1, wherein the learning/growing toy includes a communication means for outputting the desire information to the web server regularly or irregularly without using the user computer.

10. The system of claim 9, wherein the communication means is one of serial port, parallel port, USB, and wireless internet.

11. The system of claim 1, wherein the learning/growing toy includes 5 a barcode scanner and a CCD camera for being inputted the names or barcodes of real goods directly by the user without being inputted the goods for banner from the web server.

12. The system of claim 1, wherein the web server comprises:

10 a user database table for storing information such as name of the user, password, credit card number, address, taste and preferences of the user, and purchasing records; and

15 a manual database table for storing information such as general information about website, orders for the web server, introducing information about the learning/growing toy, the learning/growing toy itself, and information about interactions between the learning/growing toy and the user in the website.

13. The system of claim 1, wherein the web server comprises:

20 a banner database table for storing various items for satisfying the desires of the toy such as the desires for eating, learning, and playing, and advertising banners for the products of various companies according to the items; and

25 a goods information database table for storing detailed information included in the advertising banner stored in the banner database table, that is, barcodes of respective goods, reactions and style of action of the toy after recognizing the goods, reasons for generation of desires, the validity terms of the

goods.

14. A learning/growing method of a toy using living goods comprising the steps of:

- 5 expressing desires;
- inputting the outputted desires into a web server using a user computer;
- downloading advertising banner goods for satisfying the desires in the user computer;
- choosing the advertising banner by the user;
- 10 recognizing the results of banner choice of the user, and inputting the goods corresponding to the results into the toy through the user computer; and
- teaching/growing the learning/growing toy by being inputted the goods.

15. A learning/growing method of a toy using living goods comprising the steps of:

- expressing desires;
- inputting the outputted desires into the web server;
- downloading advertising banner goods for satisfying the desires in the user computer;
- 20 asking whether the user select the advertising banner goods or not;
- choosing the advertising banner by the user, in case that the user wants to choose one;
- waiting till the user chooses the advertising banner goods, in case that the user does not want to choose the advertising banner goods;
- 25 recognizing results of banner choice of the user, and inputting the goods

corresponding to the results into the toy; and

teaching/growing the learning/growing toy by being inputted the goods.

16. The method of claim 15 further comprising a step of imitating

5 motion, voice, or music corresponding to the advertising banner goods by the toy, in case that the learning/growing toy is inputted the advertising banner goods for satisfying the desires.

17. The method of claim 15, wherein the step of inputting the

10 outputted desire into the web server includes a step of inputting the desires directly by the toy regularly or irregularly to the web server not by the user.

18. The method of claim 15, wherein the step of inputting the goods

corresponding to the results of choices into the toy further comprises a step of 15 inputting name or barcode of real goods by the user directly into the toy using the CCD camera or the barcode reader without using the user computer.

19. A learning/growing method of a toy using living goods comprising the steps of:

20 a first step in which a database storing goods information such as names or barcodes of the advertising banner goods, reactions and styles of action, reasons for desire generation, degrees of effects to the learning/growing is included in a web server, and the database is downloaded into the toy in order to teach/grow the toy;

25 a second step in which a desire is generated by the toy, after that the toy

recognizes the corresponding goods by abstracting goods code from the name or barcode of the goods provided by the user, then identifies whether the goods code is in the database inside the web server; and

5 a third step in which the toy eats or gets the corresponding goods and respond corresponded to the goods if the recognized goods code is in the database.

20. The method of claim 19, wherein the database is updated continuously.

10 21. The method of claim 19, wherein the advertising banner goods in the database includes foods such as beverages, snacks, bread, and ice creams for satisfying the desire for eating.

15 22. The method of claim 19, wherein the advertising banner goods in the database includes banners such as academic institutes, and studying magazines for satisfying the desire for learning.

20 23. The method of claim 19, wherein the advertising banner goods in the database includes advertising banners such as parks, ball games, broadcasting programs, and toys for satisfying the desire for playing.

25 24. The method of claim 19, wherein the first step includes a step in which the toy connects to the web server by itself, chooses goods information list according to the tastes of the toy, and downloads the goods.

25. The method of claim 19, wherein the desires of the toy includes desires for eating, learning, and for playing.

5 26. The method of claim 19, wherein the first step includes a step of recording needed goods information in a storing medium such as a CD, and downloading it in the storing medium of the toy through the user computer.

10 27. The method of claim 19, wherein the first step includes a step of recording needed goods information in a storing medium of flash memory shape, and after that, storing the goods information in the storing medium of the toy using the flash memory.

15 28. The method of claim 19, wherein the desires of the toy are generated by the toy itself.

29. The method of claim 19, wherein the desires of the toy are generated in forms which are set by the database.

20 30. The method of claim 19, wherein the desires of the toy are generated as motion, letters, and sound forms.

31. The method of claim 19, wherein the desires of the toy are generated differently according to growing status of the toy.

32. The method of claim 19, wherein the names or barcodes of the goods in the second step are scanned by the CCD camera or by the barcode reader, and abstracted as goods codes.

5 33. The method of claim 19, wherein the third step further includes a step in which if the recognized goods code does not exist in the database, the goods is registered in a unregistered goods database, and then returned.

10 34. The method of claim 19, wherein the third step further includes a step in which the toy recognizes the goods, and after that controls parameters related to the learning/growing and grows.